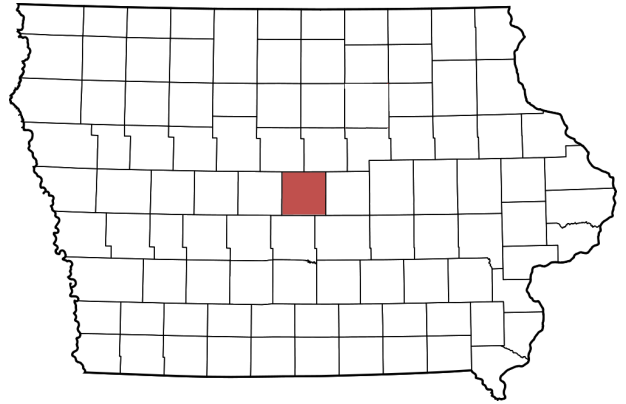


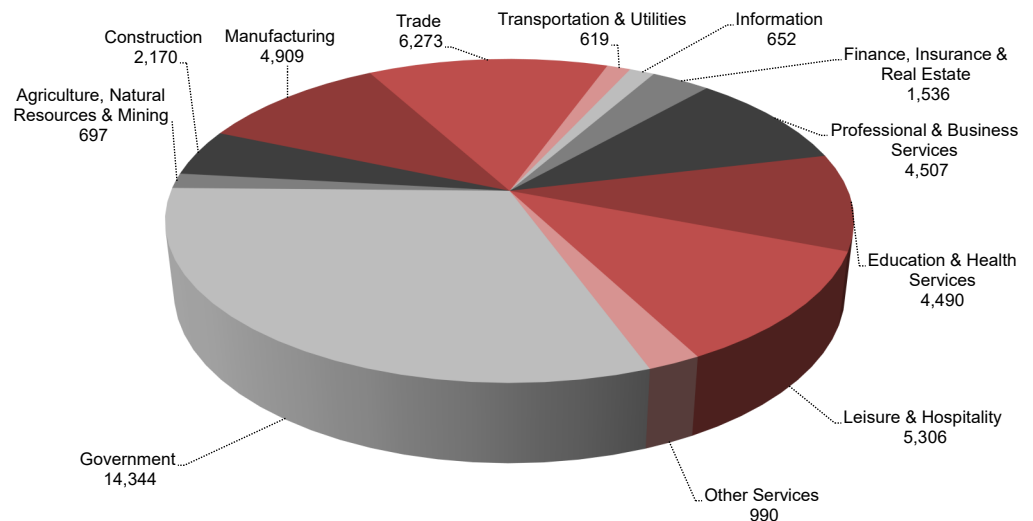
Ames Metropolitan Statistical Area

Iowa Workforce Development 2019 Profile



Jobs Summary

In 2018, the Ames Metropolitan Statistical Area (MSA) represented 46,492 jobs, which accounted for 3.0 percent of covered employment in Iowa. Government represented the largest supersector with 14,344 jobs. State government alone accounted for 8,428 jobs—this is not much of a surprise, given that the area's economy revolves around a state university. Led by the retail trade sector, trade was the MSA's second-largest supersector with 6,273 jobs. The two largest subsectors within the retail trade sector were general merchandise stores, which had 1,236 jobs, and food and beverage stores, which represented 1,158 jobs.



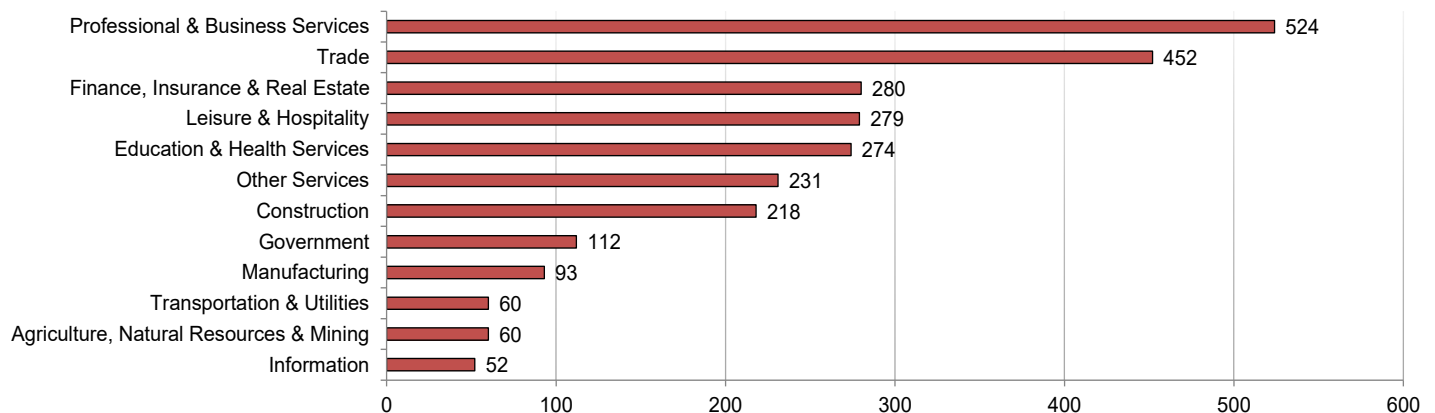
Average Labor Rates, 2018

Labor Force	57,800
Employment	56,800
Unemployment	900
Unemployment Rate	1.6%

Quick Facts About the Ames MSA

- The only county included is Story
 - Had an estimated population of 98,105 in 2018, a 9.4% jump from 2010¹
 - Had the lowest average unemployment rate among Iowa MSAs in 2018
- ¹ U.S. Census Bureau, Population Division.

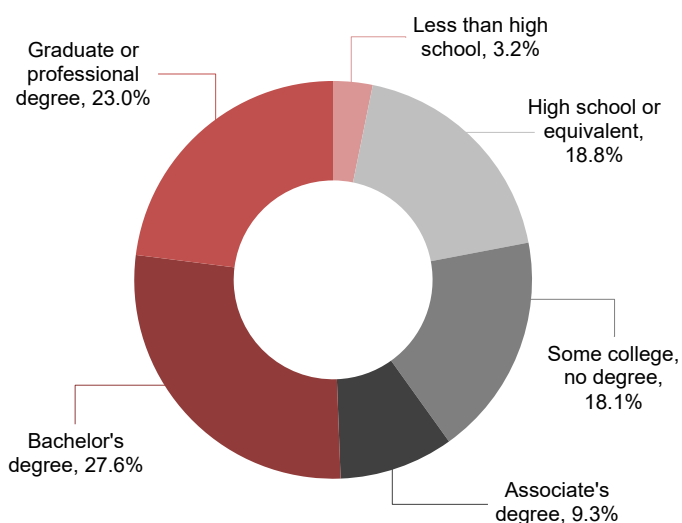
Number of Firms by Industry, 2018



Employment and Wage Summary by Industry, 2017-18

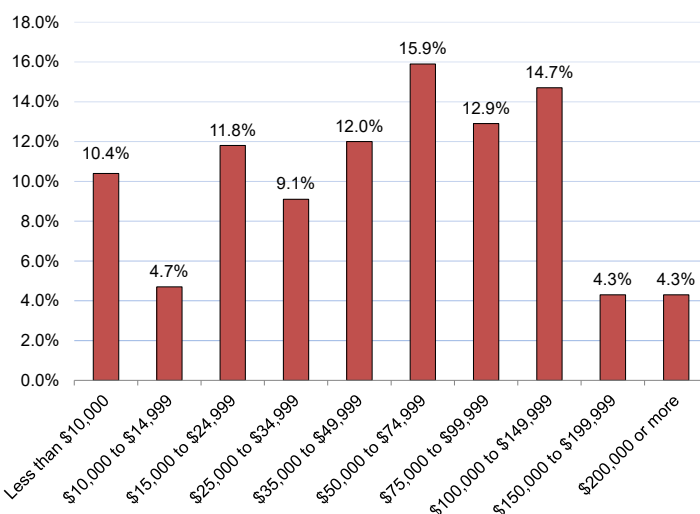
Industry	Average Annual Wage			Employment		
	2017	2018	% Change	2017	2018	% Change
Total, All Industries	\$ 48,519	\$ 50,169	3.4%	46,304	46,492	0.4%
Private Entities	\$ 43,705	\$ 45,661	4.5%	31,986	32,148	0.5%
Agriculture, Natural Resources & Mining	\$ 38,222	\$ 45,815	19.9%	773	697	-9.8%
Construction	\$ 55,314	\$ 60,481	9.3%	2,108	2,170	2.9%
Manufacturing	\$ 62,557	\$ 62,556	-0.0%	4,688	4,909	4.7%
Trade	\$ 34,479	\$ 34,660	0.5%	6,431	6,273	-2.5%
Wholesale Trade	\$ 74,754	\$ 72,752	-2.7%	1,267	1,220	-3.7%
Retail Trade	\$ 24,592	\$ 25,461	3.5%	5,164	5,053	-2.1%
Transportation & Utilities	\$ 39,496	\$ 41,634	5.4%	551	619	12.3%
Information	\$ 45,385	\$ 44,261	-2.5%	606	652	7.6%
Finance, Insurance & Real Estate	\$ 52,112	\$ 55,524	6.5%	1,498	1,536	2.5%
Professional & Business Services	\$ 62,515	\$ 68,451	9.5%	4,654	4,507	-3.2%
Education & Health Services	\$ 47,208	\$ 45,451	-3.7%	4,453	4,490	0.8%
Leisure & Hospitality	\$ 14,990	\$ 15,581	3.9%	5,241	5,306	12.4%
Other Services	\$ 30,305	\$ 31,881	5.2%	982	990	0.8%
Government	\$ 59,273	\$ 60,270	1.7%	14,318	14,344	0.2%
State	\$ 66,392	\$ 67,042	1.0%	8,443	8,428	-0.2%
Local	\$ 45,479	\$ 46,655	2.6%	4,930	5,005	1.5%
Federal	\$ 67,637	\$ 72,429	7.1%	945	911	-3.6%

Educational Attainment Among Those Aged 25+



Source: 2013-17 American Community Survey

Household Income



Source: 2013-17 American Community Survey

Commuting Patterns

- Roughly half (50.3%) of workers lived fewer than 10 miles from their primary place of employment, while nearly a third (32.0%) had a one-way commute of 25 miles or greater.²
- Among workers who lived between 25 and 50 miles from work, 67.6% traveled south toward the Des Moines metro; in contrast, among those who traveled more than 50 miles for work, 40.8% commuted east.²
- 72.8% of workers drove alone to work, but 16.0% walked, biked, or used some other means (i.e., public transport).³
 - ↳ 15.7% of workers under 25 walked to work, compared to 3.1% of those 25 and older.

² U.S. Census Bureau, On the Map³ 2013-17 American Community Survey